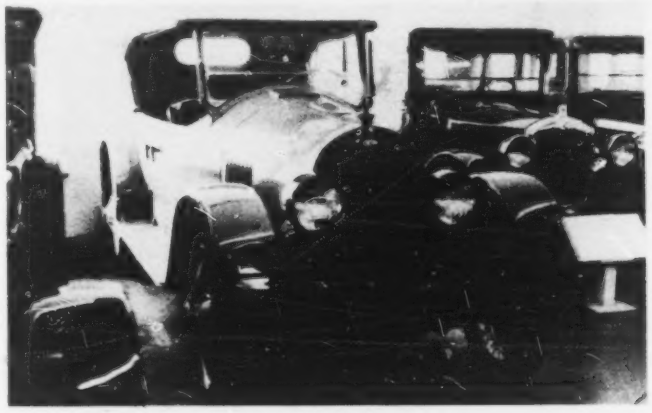
Antitheft device is geared to specific markets

ELK GROVE, Ill.—MaxiGuard of America is adopting a new marketing strategy for its car-security components to reach auto dealers in specific markets.

The company said its line has been repackaged and refined to meet the security needs of particular areas while qualifying for the highest insurance discounts.

The first line is called the New Yorker and is tailored to the New York and New Jersey markets. In the near future, MaxiGuard will market kits aimed at the California and Boston markets.

The New Yorker package features a deadbolt hoodlock and automatic engine disabling device. MaxiGuard said the New Yorker kit was developed after extensive research with local car dealers and their customers.



Apperson's car comes to Auburn

Edmond Orser, of Billings, Mont., donated a 1920 Apperson 8-21 four-passenger Sportster to the Auburn-Cord-Duesenberg Museum, Auburn, Ind. The 8-cylinder car was driven until 1925 by Edgar Apperson, founder of Apperson Brothers Automobile Co., Kokomo, Ind. This Apperson Sportster was a rolling test lab for mechanical features under development for the Apperson line.

Volvo offers FE truck line

Continued from Page 12

standard size, for easy body mounting and transfer.

The constant profile, straight rail design with completely clean upper frame is designed for easy modification.

FE's chassis comes with standard premium, tubeless radial tires. Air tanks are remote from the frame rails. The chassis also comes with large fuel tanks.

The FE offers a choice of gearboxes—a S5-35 five-speed on the FE16/FE613H and six-speed on the FE614T and FE615. The FE7 models come with the Volvo R52 range-type eight-speed transmission.

The FE613 with 10,000-pound front axle and 18,000-pound rear axle has a 28,500-pound GVW/Gross Combined Weight (GCW). The TD61GE engine provides 174 HP; maximum torque is 388 pounds-feet.

The FE613H model has a 10,000-pound front axle and 20,000-pound rear axle for GVW/GCW of 30,000 pounds. Equipped with the 174-HP TD61GE engine, maximum torque is 388 pounds-feet.

The FE614T has a 10,000-pound front axle and 20,000-pound rear axle, with 55,000-pound GVW/GCW. It has 205 HP and 455 pounds-feet of torque with the TD61FB engine.

The FE615 has a 12,000-pound front axle and 20,900-pound rear axle for a 32,900-pound GVW/GCW rating and features air-to-air intercooled engine.

The FL715 has a 12,000-pound front axle and 20,900-pound rear axle for a 32,900-pound GVW/GCW. It has 230 HP and 605 pounds-feet of torque with the TD71F engine.

The FL716T has a 12,000-pound front axle and 23,000-pound rear axle and a GVW/GCW rating of 72,000 pounds.

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MAJOR MANUFACTURERS BY SEGMENT

	March		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	105,787	117,729	293,297	312,113
Medium-Duty	3,961	3,754	9,212	10,575
Heavy-Duty	1,318	1,055	3,272	3,477
Ford Total	**111,066**	**122,538**	**305,781**	**326,165**
Light-Duty	100,269	111,170	283,187	307,412
Medium-Duty	1,770	1,546	4,757	4,548
Chevrolet Total	**102,059**	**112,716**	**287,944**	**311,960**
Light-Duty	25,138	26,366	71,558	73,845
Medium-Duty	3,111	2,159	8,506	6,154
Heavy-Duty	735	1,480	1,860	2,851
GMC Total	**28,984**	**30,005**	**81,924**	**82,850**

LIGHT-DUTY MARCH, YEAR-TO-DATE SALES

	March		Year-to-Date	
	1986	1985	1986	1985
Vans	16,387	18,528	40,374	48,018
Aerostar	11,954	0	28,354	0
Club Wagon	2,076	2,527	5,767	8,373
Ranger	22,529	35,716	67,094	85,424
Bronco	4,426	3,904	11,184	11,837
Bronco II	8,012	7,103	19,985	23,499
Pickups	40,403	49,951	120,539	134,962
Ford	**105,787**	**117,729**	**293,297**	**312,113**
Vans	11,399	14,866	28,784	39,245
Sportsvan	1,604	2,074	4,024	5,845
Astro	13,107	5,559	32,141	11,718
S-10	16,531	25,763	50,206	68,265
S-10 Blazer	14,046	13,363	35,407	39,548
El Camino	1,474	1,785	5,965	4,952
Blazer	3,608	3,676	9,597	11,121
Suburban	4,813	5,297	12,063	13,932
Pickups	33,707	38,787	105,000	112,786
Chevrolet	**100,289**	**111,170**	**283,187**	**307,412**
Vans	6,231	6,447	14,033	16,499
Ram Wagon	4,076	4,258	8,416	10,148
Voyager	10,941	10,064	27,668	25,731
Caravan	11,243	10,346	28,998	26,850
Mini Ram Van	1,579	2,505	3,941	6,647
Ram 50	6,158	6,730	18,451	19,768
Ramcharger	1,551	3,665	4,157	10,350
Pickups	7,323	17,884	23,451	44,921
Chrysler	**49,102**	**61,899**	**129,115**	**160,914**
Vans	3,188	3,820	8,450	9,917
Safari	3,003	1,077	7,314	2,320
S-15	4,034	6,210	11,994	15,027
S-15 Jimmy	3,397	2,992	8,799	8,828
Jimmy	771	713	1,988	2,099
Caballero	191	212	760	579
Suburban	1,509	1,635	4,126	4,369
Pickups	8,638	9,326	26,933	28,229
P Model	309	381	945	2,477
W-4	98	0	249	0
GMC	**25,138**	**26,366**	**71,558**	**73,845**
CJ	1,991	3,109	9,480	9,038
Wagoneer	847	970	2,563	3,488
Cherokee	7,453	7,005	22,695	21,202
Grand Wagoneer	1,175	1,071	3,819	3,883
Comanche	2,232	0	8,231	0
J-10/J-20	108	220	378	568
Jeep	**13,806**	**12,375**	**47,166**	**38,179**
Toyota	34,745	27,644	90,153	75,985
Nissan	22,382	20,761	52,786	73,112
Mazda	11,971	8,414	30,312	24,264
Isuzu	8,505	6,032	21,072	15,819
Mitsubishi	2,526	2,971	6,520	6,183
Suzuki	3,706	0	9,312	0
Imports	**83,935**	**65,822**	**210,155**	**195,363**
Industry Total	**378,057**	**395,361**	**1,034,478**	**1,087,826**

*Nissan includes domestically-built units in Tennessee.

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Introduction
- No Cold Calls
- Reasons Sales People Don't Use the Telephone
- The Four Sources of Business
- Viewer Participation

(TAPE #2)
Basic Guidelines in Telephoning
- Best Time to Call
- Best Place to Call
- Getting Past The Secretary
- Viewer Participation

(TAPES #3 and #4)
Phone Ups/Incoming Calls
- Do's and Don'ts of Phone-Ups
- Taking Control of the Call
- Getting the Name, Number and Appointment From the Call
- Getting Referrals From A Phone-Up

(TAPE #5)
Calling Back Showroom Traffic
- Objectives When Calling
- Salesperson's Format
- Public Relations Call
- Lost Deal Format

(TAPE #6)
The Delivery
- Prospecting at the Delivery (the 12.5 Sheet)
- Being in Control Of the Delivery
- Key Numbers on Business Cards

(TAPE #7)
The Three Day Follow-Up Call
- Reasons To Call
- Whom To Call
- Prospecting The Household
- Getting Referrals
- Close Call For Customer's Benefit

(TAPES #8 and #9)
Getting A System
- The Follow-Up Box
- The Household Prospecting Record
- The Million Dollar Mail Piece
- The Log Sheet
- What To Say When They Call

(TAPE #10)
Getting Started
- Game Plan For Veterans
- Game Plan For Rookies
- Orphan Owners
- Service and Body Shops
- Developing More Appointments

(TAPE #11)
Referrals
- How To Get Them
- How To Call Them
- Sample Calls

(TAPE #12)
Setting Realistic Goals and Objectives
- 20 Units Per Month On Less Than 7 New Phone Calls Per Day

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Return of 5-MPH bumper sought

By Helen Kahn
Washington Bureau Chief

WASHINGTON—Consumers Union has asked NHTSA to reinstate the 5.0-MPH bumper-strength requirement.

If that is not done, Consumers Union wants NHTSA to "at least require each car maker to tell consumers, at the point of purchase, what the average cost would be to repair bumper damage."

CU also wants the consumer to have an idea of insurance costs incurred because of the weakened bumper requirements.

The Reagan Administration's rollback of the bumper regulation —from 5.0 MPH to 2.5 MPH—has resulted in "tissue-paper bumpers," said Mark Silbergeld, director of CU's Washington office. "These reduced standards translate into the loss of millions of dollars to consumers in the form of higher repair bills and higher insurance premiums," he added.

The April car-buying issue of Consumer Reports (CU's main source of income) includes tests and surveys showing that repair bills have increased $146 to $1,-081 as a result of the reduced standard.

"It's also clear that insurers do take the effects of bumper performance into account in rate setting, adding to consumer costs," Silbergeld said.

In 1982, NHTSA reduced the test-impact speeds from 5 MPH for longitudinal front and rear barrier and pendulum impacts and 3 MPH for corner pendulum impacts to 2.5 MPH for front and rear longitudinal barrier and pendulum impacts and 1.5 MPH for corner pendulum impacts.

NHTSA also allowed damage to the bumper itself. At that time, NHTSA justified its action by finding a net consumer benefit somewhat under $100 per car.

In asking for a return to higher-strength bumpers, CU also cited studies made by the Highway Loss Data Institute showing a large increase in frequency of claims and a generally higher average loss payment per insured vehicle year for cars with weakened bumpers.

CU admitted that data is not available on the incidence of collisions between 2.5 MPH and 5.0 MPH and those involving corner impacts between 1.5 MPH and 3.0 MPH. "Nor is data available separating insurance costs attributable directly to bumper impact resistance from other factors used to determine auto insurance premiums," CU said.

Nonetheless, according to CU, it is clear that lowering the bumper regulations has meant higher insurance costs for "some substantial portion" of car owners.

If the agency fails to upgrade its regulation, CU said, it should at least see that the car buyer is informed.

In addition, CU said, NHTSA should carry out the mandate given it by Congress in the 1972 Consumer Information and Cost Savings Act. That law required the government by Feb. 1, 1975, to set procedures requiring auto dealers to give prospective buyers data developed by NHTSA comparing the differences in insurance costs for various makes and models of cars based on differences in damage susceptibility and crashworthiness.

CU said NHTSA has not done that.

In its petition to NHTSA, CU spelled out how the agency should prepare and test vehicles for the restored regulation if NHTSA takes that route. CU also listed procedures for the agency if it chooses the consumer information route.

Pennsylvanians to meet

HARRISBURG, Pa.—The Pennsylvania Automotive Assn. will hold its 66th annual convention June 1-4 at Harrah's Marina Hotel Casino, Atlantic City.

TOP CARS

U.S. registrations for the one month of 1986. Oklahoma numbers from manufacturers' sales records.

1986 Position		Make	1985 Position
1—	135,574	Chevrolet	113,636 — 1
2—	118,098	Ford	104,924 — 2
3—	84,196	Oldsmobile	72,699 — 3
4—	65,608	Pontiac	49,616 — 5
5—	61,099	Buick	65,572 — 4
6—	50,351	Toyota	41,536 — 6
7—	49,193	Honda	40,814 — 7
8—	46,651	Nissan	37,027 — 9
9—	38,698	Mercury	38,183 — 8
10—	31,452	Dodge	32,602 —10
11—	29,983	Plymouth	27,433 —11
12—	25,878	Chrysler	24,701 —12
13—	25,214	Cadillac	22,114 —13
14—	23,950	Mazda	12,354 —15
15—	17,480	Subaru	11,986 —17
16—	16,572	VW	12,134 —16
17—	12,641	Lincoln	13,061 —14
18—	8,552	Volvo	7,745 —19
19—	8,377	Mercedes	7,285 —20
20—	7,165	BMW	5,950 —21
21—	6,786	AMC	11,030 —18
22—	6,174	Audi	5,392 —22
	42,940	Other Imports	23,398
	12	Misc. Dom.	14
	912,644	TOTAL	781,206

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Import-car registrations set record for January

By Jenny L. King
Detroit Reporter

Imported cars, definitely on a roll with one outstanding sales month following another, notched a registrations record in January and claimed 30.39 percent of the total market for the month.

New import registrations, according to R.L. Polk & Co., reached a high of 277,405 to open the year, up 34.91 percent from 205,621 in January, 1985. Their market share was 30.39 percent, up from 26.32 percent.

Record January penetration for imports was 31.21 percent in 1982.

Japanese-built passenger cars claimed 72.46 percent of the import total, up from 72.03 percent a year earlier.

Cars from West Germany had 12.72 percent of the total, down from 13.50 percent. U.S.-assembled imports (Volkswagen Golf, Honda Accord and Nissan Sentra) represented 8.32 percent, up from 7.28 percent, and Swedish-built cars had 4.31 percent, down from 5.21 percent.

Registrations by country of origin were as follows:

	Jan. 1986	Jan. 1985
Japan	201,011	148,128
W. Germany	35,274	27,761
United States	23,068	14,976
Sweden	11,969	10,704
Yugoslavia	2,275	0
Britain	1,921	1,562
France	1,438	2,062
Italy	449	428
TOTAL	277,405	205,621

Registrations of imported light trucks were up 10.66 percent January to January, climbing to 78,-426 from 70,873. Numbers from the major makers included:

	Jan. 1986	Jan. 1985
Toyota	33,486	27,001
Nissan	14,784	20,520
Mazda	10,045	8,452
Isuzu	6,972	—
Dodge Ram	—	5,121
Others	13,139	9,779
TOTAL	78,426	70,873

MARKET SHARES

JANUARY
1986 VS. 1985

Make	1986 Market Share	1985 Market Share	Pct. Pt. Change '86 vs. '85
Chevrolet	14.86	14.55	+0.31
Ford	12.94	13.43	−0.49
Oldsmobile	9.23	9.31	−0.08
Pontiac	7.19	6.35	+0.84
Buick	6.69	8.39	−1.70
Toyota	5.52	5.32	+0.20
Honda	5.39	5.22	+0.17
Nissan	5.11	4.74	+0.37
Mercury	4.24	4.89	−0.65
Dodge	3.45	4.18	−0.73
Plymouth	3.28	3.51	−0.23
Chrysler	2.84	3.16	−0.32
Cadillac	2.76	2.83	−0.07
Mazda	2.62	1.58	+1.04
Subaru	1.91	1.55	+0.36
VW	1.81	1.54	+0.27
Lincoln	1.39	1.67	−0.28
Volvo	0.94	0.99	−0.05
Mercedes	0.92	0.93	−0.01
BMW	0.78	0.76	+0.02
AMC	0.74	1.41	−0.67
Audi	0.68	0.69	−0.01
Other Imports	4.71	3.00	+1.71
Misc. Dom.	0.00	0.00	−0.00
TOTAL	912,644	781,206	

Based on new-car registrations from R. L. Polk & Co. Oklahoma from manufacturers' sales records.

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IMPORT REGISTRATION SHARES IN U.S.

	JANUARY					ONE MONTH				
	Regis., January, 1986	Percent Share of Market	Regis., January, 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis., 1 mos., 1986	Percent Share of Market	Regis., 1 mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Toyota	50,351	18.15	41,536	20.20	−2.05	50,351	18.15	41,536	20.20	−2.05
Honda	49,193	17.73	40,814	19.85	−2.12	49,193	17.73	40,814	19.85	−2.12
Nissan	46,651	16.82	37,027	18.01	−1.19	46,651	16.82	37,027	18.01	−1.19
Mazda	23,950	8.63	12,354	6.01	+2.62	23,950	8.63	12,354	6.01	+2.62
Subaru	17,480	6.30	11,986	5.83	+0.47	17,480	6.30	11,986	5.83	+0.47
VW	16,572	5.98	12,134	5.90	+0.08	16,572	5.98	12,134	5.90	+0.08
Volvo	8,552	3.08	7,745	3.77	−0.69	8,552	3.08	7,745	3.77	−0.69
Mercedes	8,377	3.02	7,285	3.54	−0.52	8,377	3.02	7,285	3.54	−0.52
BMW	7,165	2.58	5,950	2.89	−0.31	7,165	2.58	5,950	2.89	−0.31
Audi	6,174	2.23	5,392	2.62	−0.39	6,174	2.23	5,392	2.62	−0.39
Others	42,940	15.48	23,398	11.38	+4.10	42,940	15.48	23,398	11.38	+4.10
TOTAL	277,405		205,621			277,405		205,621		
Share of U.S. Total		30.39		26.32	+4.07		30.39		26.32	+4.07

Numbers for Oklahoma from manufacturers' sales records.

factories list auction dates

American Motors

April 15—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

April 16—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend

April 17—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 18—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

April 15—Hatfield Auto Auction, Hatfield, Pa; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Sante Fe Springs, Calif., and Golden Gate Auto Auction, Fremont, Calif.

April 16—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

April 17—Northway Exchange Auto Auction, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

April 22—Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 23—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

April 24—Fredericksburg Auto Auction, Fredericksburg, Va.

April 25—Floyd Hauhe Auto Auction, Bridgeton, Mo. (a tentative sale; call auction)

Ford Motor Co.

April 16—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

April 17—Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

April 22—South Seattle Auto Auction, Kent, Wash.

April 23—Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

General Motors

April 15—South Seattle Auto Auction, Kent, Wash., and Southern Auto Auction, East Windsor, Conn.

April 16—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

April 17—Big H Auto Auction, Houston, and Butler Auto Auction, Gibsonia, Pa.

April 23—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 24—Arena Auto Auction, Chicago, and Columbus Fair Auto Auction, Obetz, Ohio

April 29—Dallas Auto Auction, Grand Prairie, Tex.

Nissan

April 17—Nashville Auto Auction, Nashville

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Used Car Sales
Auction Averages

April to date	$5,000
Month ago	$4,825
Year ago	$4,843

Model Breakdown
Auction Averages

	APR., 1986	MAR., 1986	FEB., 1986
1986	$10,887	$10,173	$10,059
1985	$8,800	$8,774	$8,655
1984	$6,305	$6,248	$6,158
1983	$5,406	$5,370	$5,232
1982	$4,263	$4,213	$4,089
1981	$3,413	$3,382	$3,302
1980	$2,504	$2,477	$2,478
1979	$2,230	$2,246	$2,348
Overall Average	$5,000	$4,932	$4,811

AUTOCAP cases in North Carolina double in 1985

RALEIGH N.C.—AUTOCAP handled some 350 complaints in North Carolina in 1985, about 170 more than in the previous year, according to the North Carolina Automobile Dealers Assn.

Many of the 350 complaints were referred to other mediation programs, the association said. Some were settled by the AUTOCAP staff and a few went on to be heard by the mediation panel, consisting of an equal number of consumers and dealers.

Of the 125 cases resolved by AUTOCAP, consumers won 26 percent, dealers were upheld in 27 percent and compromise was reached in 36 percent of the cases. Some cases are still pending.

Missouri makes no bones; it wants auto business

KANSAS CITY—Forty automotive industry suppliers from as far away as Canada and Mexico met in Missouri and were told the state wants their business.

The suppliers met at General Motors' Leeds assembly plant outside Kansas City and heard Missouri Gov. John Ashcroft say the state will strive to become a leader in the manufacture of automobile parts and supplies to complement its status as the fastest growing automobile producer in the country.

"We will continue to be aggressive in our efforts to attract this kind of industry to our state," Ashcroft told the group.

"Missouri is No. 2 in the country in automobile production and last year was the No. 1 state in automobile production growth. We intend to defend those positions by getting the word out on what Missouri has to offer."

Ashcroft spoke at a "Meet Our Suppliers Day" at the Leeds plant, an event designed to bring together automotive parts industry personnel and plant workers.

Ashcroft said Missouri is the best place for suppliers to do business because the state is at the center of an excellent transportation network that makes on-time delivery possible.

"A location in our state," Ashcroft said, "puts suppliers near the largest, most concentrated auto assembly industry in the Midwest."

A recent report, based on studies conducted by the federal Advisory Commission on Intergovernmental Relations, rated Missouri as having the nation's best business climate. Ashcroft said that puts Missouri ahead of 11 states in the region that he calls the "new Midwest."

As the nation's second-largest automobile producer, Missouri accounts for nearly 14 percent of total U.S. auto production.

DeTomaso lists higher profit on increased sales

RED BANK, N.J.—DeTomaso Industries, Inc., reported consolidated net income of $3,526,26 on sales of $213,046,246 in 1985, compared with net profit of $1,079,279 on sales of $207,893,694 a year earlier.

Through its consolidated Italian subsidiaries, DeTomaso manufactures Maserati luxury cars, Innocenti minicars and Motor Guzzi and Benelli motorcycles. Through a U.S. subsidiary, it distributes Maserati, Moto Guzzi and Benelli.

Alejandro DeTomaso, president, attributed 1985's improved performance principally to the inclusion of Maserati's results in the company's 1985 consolidated figures.

DeTomaso said negotiations are continuing with Chrysler Corp. relating to increasing the volume of sport coupe production, the production of a second automobile and an increase in Chrysler's 3.5-percent stake in Maserati.

French can buy used cars from computer listing

PARIS—The question may become: "Would you buy a used car from this computer?"

The question is already appropriate in France, according to Georges Nahon, managing director of Intelmatique, the worldwide marketing and promotion arm of the French Telecommunications Administration.

"One of the new interactive services on France's national videotex network is a listing of used cars for sale," Nahon said. "It may be accessed around the clock from anywhere in France and from abroad via a simple telephone call using widespread Minitel terminals or any Minitelized personal computer."

The Minitel is a low-cost, small videotex terminal which is being leased or sold to businesses and distributed to telephone customers. More than a million are now in operation in French offices and homes.

The used-car database was put online in late July and handled 5,000 inquiries in its first month of operation, said Jean Denarier, project coordinator for the system operator, a company called Apex.

Potential car buyers can shop for a used model at their own convenience and save a lot of time by being able to stipulate what kind of car they want. Shoppers can use their Minitel to describe the car they want by any, or all, of six criteria: Make, model, year, mileage, region where it is available and price range.

The name and address or telephone number of the seller automatically accompanies the listing.

There is no fee for accessing the used-car database, which is essentially supported by advertising fees. It costs between $7 and $12 to list a car for three weeks.

More than 750 automobiles were listed in August, most of them less than one-year old. Those models were listed by auto manufacturers that provide cars to many of their executives and trade them in annually.

Apex also is studying the possibility of offering credit terms through the Minitel.

All of this is possible mainly because of a recently adopted French law which provides that all used cars must pass a government inspection before being sold.

New job for Bivens

GLEN BURNIE, Md.—William W. Bivens has been named senior vice president and assistant general manager for Mid-Atlantic Toyota Distributors, Inc. Bivens was senior vice president of Visual Service, Inc., Detroit.

Twenty-three reasons to attend the World Congress

1986 World Congress Speakers and Topics

Sunday, July 27

Keynote Address
Roger B. Smith
Chairman/CEO, General Motors Corporation
"The State of the Industry"

Supplier Address
Edward L. Hennessy, Jr.
Chairman/CEO
Allied-Signal Corporation
"The Supplier Perspective"

July 28-30

Joseph Bauer
General Manager
Suspension Components
Rockwell International
"Modular Systems Manufacturing"

Dr. Frederick Bowditch
Vice President -Technical Affairs, Motor Vehicle Manufacturers Association
"International Standards"

Maurice Closs
President
Chrysler Canada Ltd.
"The State of the Industry — North of the Border"

Dr. Robert Crandall
Senior Fellow,
Brookings Institute
"Real Manufacturing Costs in the United States vs Japan, Korea and Third World Countries"

Robert DeProspero
President
Protective Services Branch
Hess & Eisenhardt Armoring Company

Thomas C. Gale
Vice President Design
Chrysler Corporation
"Chrysler's Exciting New Designs"

G. Glenn Gardner
President/CEO
Diamond Star Motors
"The New Diamond Star Motors Company"

Dr. Suzanne M. Gatchell
Director Technical Assessment, Advanced Vehicle Engineering Group, C-P-C, General Motors Corp.
"Designing for People"

Allan D. Gilmour
Executive VP/Chief Financial Officer
Ford Motor Company
"The Importance of Finance in Industry Diversification"

Jayne Hamilton
President
Market Development Associates, Inc.
"Getting Serious about Selling to Women"

David R. Holmes
Senior Vice President
Reynolds & Reynolds
"Technology and Trends in Automotive Computer Systems as they Relate to the Auto Dealer"

MaryAnn Keller
Director
Vilas-Fischer Associates
"An Update on the Financial Future of the Auto Industry"

Gregory Macosko
Principal
Easton Consultants, Inc.
"OEM-Supplier Relations: Rolling a Lucky 7"

Glenn H. Mazur
President
Japanese Business Consultants Ltd.
"The Right Approach to Doing Business with Japanese Auto Manufacturers Here and Abroad"

Ronald Parker
President
Indian Head Industries
"The Whys and Hows of Leverage Buy-Outs in the Auto Industry"

Robert Potamkin
President, Potamkin
"Internationalization: How It Affects the Auto Dealer"

J.D. "Dave" Power III
President, J.D. Power Associates, Inc.
"Whatever Happened to the Loyal Car Buyer?"

Carr Lane Quackenbush
Director
Norton/TRW Ceramics
"High Performance Ceramics in Auto Manufacturing"

Peter E. Rupp
President/CEO
Freightliner Corporation
"The Future of Heavy Truck Manufacturing in the U.S.: Can We Compete in the Tough International Market?"

Diane Steed
Director, NHTSA, U.S. Government
"What's Ahead in Government Safety Regulations"

Fred Wagenhals
President, F.W. Leisure
"Finding a 'Neat Little Niche' in the Automotive Market"

Automotive News World Congress

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C-P-C exec downplays GM layoffs

DURHAM, N.C.—Despite temporary layoff of thousands of General Motors workers recently, Gary Dickinson, GM vice president and director of engineering for the Chevrolet-Pontiac-Canada Group, said he is optimistic about GM sales.

"The layoffs were strictly because the pipeline was getting full," he said. "It is just a correction of inventory. What's exciting now is we have reduced our leadtime. From the initial idea of a car to production used to take five years. Now, we're reducing that to three years."

Another major change, he said, is that GM is getting away from cars that look alike and "later this year we're coming out with the 'L' cars, the first of our Beretta Corsica line. We'll be introducing nine models in this line between now and 1990."

He said another change GM has made to reduce leadtime is a switch to product development teams. The traditional method was to design a car, create a clay model and then move to the drawing boards, then to marketing, and so forth.

"Now," he said, "we have all these people on one team. It makes for faster and simultaneous work. Compromises can be made instantly and this has shortened the time."

Admitting that the "Japanese have done a superior job," he said, "The competition is getting tougher, but GM is not asleep. The moss is not growing under our feet."

Dickinson was in Durham to receive a distinguished alumnus award from his alma mater, Duke University's School of Engineering. His daughter, Debbie, is a freshman at Duke.

Sales slowdown pushes inventory above 1.9 million

Continued from Page 1

Grand Am, 31; Sable, 32; Taurus, 34; Marquis, 67; LTD, 69; Cougar XR-7, 79; Celebrity; 80; Cutlass Ciera, 82; Caravelle, 85; Calais, 85; Thunderbird, 86; Citation, 87; New Yorker, 90; Dodge 600, 91; Pontiac 6000, 93; Monte Carlo, 97; Cutlass Supreme, 97; Century, 100; Regal, 112; LeBaron GTS, 117; Lancer, 118; Somerset Regal, 120; Bonneville, 135, and Grand Prix, 148.

A 77-day supply was reported for standard-size cars: Plymouth, 51; Grand Marquis, 56; Diplomat, 56; Crown Victoria, 63; LeSabre, 66; Parisienne, 77; Oldsmobile 88, 88, and Chevrolet, 95.

There was a 66-day supply of luxury cars: Oldsmobile Ninety-Eight, 41; Lincoln 50; Cadillac 56; Mark VII, 57; Continental, 63; Toronado, 75; Eldorado, 75; Fifth Avenue, 77; Seville, 78; Corvette, 87; Riviera, 91, and Electra, 105.

Mazda 626 honored

IRVINE, Calif.—The 1986 Mazda 626 was honored as Best Import Car of the World in the compact-car category by the readers of Auto Motor und Sport, an automotive enthusiast magazine in West Germany. It was the third consecutive year the Mazda 626 has received the award.

NEW-CAR STOCKS

	April 1, 1986	March 1, 1986	April 1, 1985
Alliance	118	92	103
Encore	229	199	103
Total Renault	143	115	103
Eagle	136	138	179
Total AMC	136	138	179
AMERICAN MOTORS	142	117	109
Horizon	65	61	25
Turismo	97	94	28
Reliant	79	54	56
Caravelle	85	104	74
Plymouth	51	53	58
Total Plymouth	77	67	44
Laser	156	279	44
LeBaron K	93	81	80
LeBaron GTS	117	110	71
Cordoba	0	0	0
Fifth Avenue	77	116	83
E-Class	0	0	85
New Yorker	90	125	0
Total Chrysler	98	113	73
Omni	66	65	30
Charger	103	90	35
Daytona	98	175	40
Aries	82	67	66
Lancer	118	138	87
Dodge 400-600	0	0	0
Diplomat	56	65	69
Mirada	0	0	0
Dodge 600	91	125	74
Total Dodge	88	93	53
CHRYSLER CORP.	89	90	56
EXP	0	0	83
Escort	51	47	69
Mustang	61	88	42
Tempo	62	42	18
Taurus	34	41	0
Thunderbird	86	65	86
LTD	69	87	66
Crown Victoria	63	87	95
Total Ford Division	57	57	53
Lynx	61	58	94
Topaz	67	39	24
Sable	32	43	0
Cougar XR-7	79	56	69
Capri	119	155	78
Marquis	67	85	73
Grand Marquis	56	82	83
Total Mercury	60	61	66
Continental	63	80	46
Lincoln	50	55	49
Mark VII	57	69	66
Total Lincoln	53	60	50
Total L-M Division	58	61	62
FORD MOTOR CO.	57	58	56
Skyhawk	104	156	44
Skylark	0	0	42
Somerset Regal	120	66	68
Century	100	75	35
Regal	112	77	57
LeSabre	66	88	49
Electra	105	103	52
Riviera	91	101	61
Total Buick	100	86	48
Cimarron	91	105	50
Seville	78	98	92
Cadillac	56	48	67
Eldorado	75	86	83
Total Cadillac	61	56	71
Chevette	57	129	61
Nova	145	59	0
Cavalier	81	52	40
Citation	87	103	70
Camaro	88	142	68
Celebrity	80	65	38
Malibu	0	0	0
Monte Carlo	97	135	56
Chevrolet	95	126	79
Corvette	87	157	50
Total Chevrolet	88	84	54
Firenza	128	166	65
Omega	0	0	0
Calais	85	125	68
Cutlass Ciera	82	54	31
Cutlass Supreme	97	59	37
Olds 88	88	94	53
Olds 98	41	39	59
Toronado	75	87	97
Total Oldsmobile	82	68	47
Fiero	155	128	36
1000	80	121	59
Sunbird	102	60	50
Phoenix	0	0	0
Firebird	71	120	54
Grand Am	31	43	19
6000	93	77	45
Bonneville	135	72	60
Grand Prix	148	95	67
Parisienne	77	106	84
Total Pontiac	80	80	47
GENERAL MOTORS	85	78	51
VOLKSWAGEN	80	78	6
HONDA	8	11	26
NISSAN	19	23	0
DOMESTIC TOTAL	76	73	53
Subcompact	69	65	49
Compact	80	72	44
Intermediate	81	72	53
Standard	77	100	73
Luxury	66	68	65

Production

U.S. CAR	Week Ended April 12, 1986	Week Ended April 13, 1985	Week Ended April 5, 1986	April to Date	Jan. 1, to April 13, 1985	Jan. 1, to April 12, 1986
AMERICAN MOTORS	2,000	0	0	2,000	25,519	14,553
Renault Total	2,000	0	0	2,000	25,519	14,553
Alliance	1,700	0	0	1,700	15,062	12,711
Encore	300	0	0	300	10,457	1,842
CHRYSLER CORP.	27,000	32,554	22,632	45,106	390,646	423,113
Plymouth Total	6,900	10,205	5,810	11,548	113,956	116,361
Horizon	2,600	3,651	1,821	4,057	39,705	43,020
Reliant	3,000	4,810	2,634	5,107	51,661	51,645
Caravelle	1,000	1,236	850	1,680	17,056	17,440
Gran Fury	300	508	505	704	5,534	4,256
Chrysler Total	9,700	9,744	8,465	16,472	130,237	151,882
LeBaron	1,900	2,250	1,696	3,257	34,061	35,865
LeBaron GTS	2,600	2,322	2,146	4,317	24,827	26,930
Laser	800	1,156	792	1,434	14,691	16,596
New Yorker/E-Class	1,400	1,784	1,191	2,353	21,600	30,362
Fifth Avenue	3,000	2,232	2,640	5,112	35,058	42,129
Dodge Total	10,400	12,605	8,357	17,086	146,453	154,870
Omni	2,500	3,656	1,789	3,931	42,259	43,695
Aries	2,400	3,834	1,904	3,923	40,506	38,074
Daytona	1,100	994	939	1,851	13,261	14,649
Dodge 600	1,800	1,539	1,537	3,030	22,120	25,039
Lancer	1,700	1,797	1,480	2,884	18,897	24,570
Diplomat	900	785	708	1,466	9,410	8,843
FORD MOTOR	41,761	37,234	33,427	68,503	517,867	521,693
Ford Division	28,213	25,144	22,624	46,312	342,128	355,216
Escort	8,262	7,277	7,429	14,205	87,301	115,882
Mustang	4,200	3,761	3,263	6,810	53,217	57,801
LTD	0	6,158	0	0	70,796	0
Taurus	8,191	0	6,285	13,219	0	71,659
Thunderbird	3,539	3,853	2,363	5,429	64,864	50,086
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,021	4,095	3,284	6,648	54,990	59,788
L-M Division	13,548	12,090	10,803	22,190	175,739	166,477
Mercury Total	9,268	8,523	7,861	15,557	125,500	112,247
Lynx	1,140	1,057	1,090	2,012	20,270	19,118
Capri	380	335	295	616	5,833	5,056
Marquis	0	2,969	0	0	34,792	0
Sable	3,926	0	3,017	6,340	0	34,446
Cougar	2,509	3,109	2,399	4,428	41,545	34,806
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,313	1,053	1,060	2,161	18,327	18,821
Lincoln Total	4,280	3,567	2,942	6,634	50,239	54,230
Continental	475	649	330	739	9,110	6,173
Lincoln	3,212	2,525	2,207	4,978	35,587	40,683
Mark VII	593	393	405	917	5,542	7,374
GENERAL MOTORS	95,895	106,838	71,877	153,397	1,495,476	1,329,072
Buick Total	16,940	24,340	11,803	26,382	287,630	212,811
Skylark (X-car)	0	2,414	0	0	34,340	0
Skyhawk	1,865	2,068	1,560	3,113	31,161	25,519
Somerset/Skylark	2,505	3,264	1,838	3,975	38,330	28,235
Century	5,685	6,686	4,584	9,352	65,493	70,793
Regal	1,375	2,544	0	1,375	31,566	13,111
Wagon/LeSabre (rwd)	315	3,640	261	524	40,314	4,009
LeSabre	3,075	0	1,942	4,629	0	30,084
Riviera	555	1,346	412	885	19,125	5,851
Electra	1,565	2,378	1,206	2,530	27,301	35,209
Cadillac Total	7,341	7,747	5,316	11,594	113,868	88,949
Cimarron	636	489	495	1,032	8,779	7,501
Seville	705	899	390	1,017	12,926	4,764
Eldorado	705	1,683	387	1,015	23,849	6,177
Cadillac (rwd)	2,040	1,380	1,595	3,316	16,233	23,974
DeVille (fwd)	3,255	3,296	2,449	5,214	52,081	46,533
Chevrolet Total	27,819	34,691	22,683	45,965	524,450	437,999
Chevette	2,415	3,043	1,931	3,960	47,015	35,966
Cavalier	7,999	9,584	6,433	13,145	145,305	126,815
Celebrity	5,375	6,452	4,917	9,309	87,130	91,162
Camaro	4,965	4,941	3,811	8,014	68,468	64,248
Citation	0	1,648	0	0	24,232	0
Monte Carlo	2,230	3,904	1,775	3,650	47,463	35,430
Chevrolet	4,035	4,147	3,172	6,573	92,109	76,672
Corvette	800	972	644	1,315	12,728	7,706
Oldsmobile Total	25,320	27,098	17,475	39,300	376,608	343,834
Firenza	1,335	1,464	1,048	2,173	23,123	16,188
Cutlass Supreme	4,755	4,624	1,642	6,069	62,129	59,990
Cutlass Ciera	4,960	7,552	3,733	7,946	116,050	84,523
88 (rwd)	360	5,249	296	597	70,545	6,932
88 (fwd)	8,655	0	6,647	13,973	0	90,352
Olds 98	2,410	3,126	2,018	4,024	42,698	39,565
Calais	2,295	4,077	1,787	3,725	48,065	41,932
Toronado	550	1,006	304	793	13,998	4,352
Pontiac Total	18,475	12,962	14,600	30,155	192,920	245,479
Acadian**	0	283	410	328	4,309	3,883
2000 Sunbird	2,945	2,111	2,391	4,858	41,743	41,387
1000	905	286	754	1,508	9,937	6,813
Firebird	2,655	2,206	2,052	4,297	37,303	34,375
6000	3,120	1,077	2,409	5,047	9,192	45,212
Parisienne	1,650	1,138	1,287	2,680	20,690	25,866
Fiero	2,400	2,584	1,746	3,797	33,824	24,867
Grand Am	4,800	3,277	3,551	7,641	35,922	63,076
HONDA	3,650	3,058	3,526	6,471	48,646	52,290
NISSAN	0	391	0	0	988	21,517
NUMMI*	3,070	300	3,070	5,526	1,750	52,568
VOLKSWAGEN	2,000	1,848	1,572	3,258	28,929	24,741
Total Cars, U.S.	175,376	182,223	136,104	284,259	2,509,821	2,439,547
Total Cars, Canada	25,670	22,350	20,405	98,492	283,731	295,087
N. American Cars	201,046	204,573	156,509	382,751	2,793,552	2,734,634
N. American Trucks	78,288	89,697	76,078	368,420	1,242,397	1,196,304
N. American Cars and Trucks	279,334	294,270	232,587	751,171	4,035,949	3,930,938

*-Revised estimate. **-All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

First-quarter output off 2.5 pct.

By Kathy Boyer
Detroit Reporter

First-quarter domestic auto production of 2,128,067 units was 2.51 percent below the 2,182,936 assembled in the first quarter of 1985.

This year's build was the lowest since 1983's 1,554,324.

According to figures adjusted at the end of the quarter, 2,439,547 cars have been built so far this year, 2.80 percent below the 2,509,821 completed last year at this time.

Last week's scheduled production of 175,376 cars was 28.95 percent more than the 136,104 for the previous four-day work week.

Last week's targeted output was 3.76 percent below the year-ago week's 182,223.

Scheduled production last week was shared as follows: General Motors, 54.68 percent; Ford Motor Co., 23.81 percent; Chrysler Corp., 15.40 percent; Honda of America Mfg. Co., 2.08 percent; New United Motor Mfg., Inc., 1.75 percent; American Motors, 1.14 percent, and Volkswagen of America, 1.14 percent.

Production remains suspended at the Smyrna (Tenn.) plant of Nissan Motor Mfg. Co., U.S.A., as retooling proceeds for the Sentra four-door sedan.

After being idle for two weeks to adjust inventories, AMC's Kenosha plant resumed production April 7.

As previously reported, effective today (April 14), GM dropped one of the two shifts at its Arlington (Tex.) plant, which produces the Chevrolet Monte Carlo and Oldsmobile Cutlass Supreme.

Also effective today, GM's Bowling Green (Ky.) plant, which builds the Chevrolet Corvette, is down to one shift.

Those cutbacks brought the number of indefinite layoffs at GM to an even 15,000.

Chrysler's Sterling Heights (Mich.) plant begins a $240 million, five-week model changeover today in preparation for the new Plymouth Sundance and Dodge Shadow P-cars.

The plant, which currently produces the Dodge Lancer and Chrysler LeBaron GTS, will also produce four-door and two-door versions of the new models.

During the changeover, 3,000 employes will be on temporary layoff. The plant will resume production of LeBaron and Lancer on May 19. The first P-cars are scheduled to be assembled May 27.

Ford slated Saturday (April 12) overtime at its Wixom (Mich.) and Atlanta plants.

All Ford plants except Chicago are scheduled for daily overtime this week (April 14).

Saturday (April 19) overtime is slated at Ford's Wayne (Mich.) plant.

Truck quarter highest since 1979

U.S. truck makers reported their highest first-quarter production in seven years.

The total of 896,811 trucks, 3.77 percent more than the year-ago period's 864,265, was the best for that quarter since 1979's 1,003,218.

Truck makers assembled their one-millionth truck last Friday (April 11), five days ahead of last year.

Last week's estimated output of 73,832 units was 26.36 percent more than the previous week's build of 58,431—shortened by a holiday—and 4.25 percent better than the year-ago week's 70,825.

American Motors' Jeep plant in Toledo resumed production today (April 14) after being idle last week for inventory adjustment.

AMC said it will cut daily production of the Jeep Wagoneer and Cherokee by 110 units while adding 35 units to Comanche output.

GM scheduled overtime Saturday (April 12) at the following plants: Janesville, Wis.; Baltimore, and Detroit.

Ford slated Saturday overtime at its Louisville plant.

All Ford truck plants are scheduled for daily overtime this week.

Ford has scheduled Saturday (April 19) overtime at its Norfolk and Twin Cities plants.

Truck output in Canada sets record

Canadian truck makers achieved their best first-quarter production ever.

The makers assembled 235,769 units during the quarter, 3.47 percent more than the previous record of 227,872 which was set last year.

Last week's scheduled output of 19,430 trucks was 7.83 percent more than the previous week's 18,019 and 2.96 percent better than the year-ago week's 18,872.

The first-quarter build of 274,468 cars was 11.76 percent more than the 245,586 assembled during the year-ago period.

Last week's targeted output of 25,670 cars was 1.75 percent more than the previous week's 25,228 and 14.85 percent above the year-ago week's 22,350.

CANADIAN CAR	Week Ended April 12, 1986	Week Ended April 13, 1985	Week Ended April 5, 1986	April to Date	Jan. 1, to April 13, 1985	Jan. 1, to April 12, 1986
AMERICAN MOTORS	120	335	111	209	3,152	1,785
FORD MOTOR	11,645	9,633	11,404	20,768	143,965	161,925
GENERAL MOTORS	13,680	12,157	13,488	24,470	133,425	158,535
VOLVO	225	225	225	405	3,189	3,121
Total Cars, Canada	25,670	22,350	25,228	45,852	283,731	325,366

U.S. TRUCK☆	Week Ended April 12, 1986	Week Ended April 13, 1985	Week Ended April 5, 1986	April to Date	Jan. 1, to April 13, 1985	Jan. 1, to April 12, 1986
CHEVROLET	22,676	23,881	21,242	39,670	333,806	362,341
DODGE	700	4,686	699	1,259	59,388	1,533
FORD	32,300	26,979	24,558	51,946	346,663	419,844
GMC	7,501	7,379	5,730	12,085	98,759	105,530
NAVISTAR	1,605	1,768	1,599	2,884	23,269	21,687
JEEP	3,850	2,821	0	3,850	58,684	60,651
NISSAN	2,750	1,541	2,153	4,472	33,470	23,366
AM GENERAL	50	50	50	90	720	722
MISCELLANEOUS	2,400	1,720	2,400	4,320	27,276	33,400
Total Trucks, U.S.	73,832	70,825	58,431	120,577	982,035	1,029,074

CANADIAN TRUCK	Week Ended April 12, 1986	Week Ended April 13, 1985	Week Ended April 5, 1986	April to Date	Jan. 1, to April 13, 1985	Jan. 1, to April 12, 1986
AMERICAN MOTORS	816	0	825	1,476	0	3,905
CHRYSLER	8,624	8,894	7,180	14,368	121,460	127,555
FORD	3,648	3,692	3,648	6,566	50,056	50,949
GENERAL MOTORS	6,120	6,043	6,145	11,036	85,407	88,036
NAVISTAR	222	243	221	399	3,439	2,773
Total Trucks, Canada	19,430	18,872	18,019	33,845	260,362	273,218
N. American Trucks	93,262	89,697	76,450	154,422	1,242,397	1,302,292

☆-Includes window van production. *-Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Mazda conducts workshops for suppliers in U.S.

FLAT ROCK, Mich.—Mazda Motor Mfg. (USA) Corp. has invited 42 future suppliers to attend a series of workshops at its new manufacturing facility here. The workshops will explain Mazda's production philosophy and the suppliers' role in it.

The workshops began last week and will continue through April 25. Some 600 supplier representatives are expected to attend, and Mazda plans to conduct similar workshops with other suppliers in the future.

Suppliers invited include manufacturers of electrical components, tires, wheels, glass, interior and exterior trim items, fuel system components and air conditioning. Mazda expects to sign purchase agreements within the next several months.

Opening remarks at the supplier workshop were delivered by Zensaburo Sumino, a member of the board of Mazda's parent company, Mazda Motor Corp.

"It is imperative to our success that our suppliers fully understand Mazda's production philosopy—including just-in-time delivery and cost-consciousness—as well as Mazda's approach to quality," Sumino said.

Honda's second line begins in Marysville

MARYSVILLE, Ohio—Honda of America Mfg. Co. began production last week on its second line, building 40 three-door Accords during the week.

Civic production will be added to the line in July, and by the end of the year, it is expected to be running at an annual rate of 150,000 units.

Another 150,000 four-door Accords will be built annually on the company's No. 1 line. Honda expects to add another 300 workers this year to the 3,400 it already employs at the Marysville auto operations. A Honda spokesman said the first Civics are expected to approximate the 50-percent local content level of the current Accords built in Ohio.